

The Scent of the PC

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Asus adds scent to four laptops. If this smells like good business, that's because the scent is supposed to evoke certain moods from buyers.

Asus developed a heat-transfer print technology that embeds scent into clear plastic film. The film is applied to the notebook cover will last for up to six months. Cold weather extends the scent; sun and wind shortens it.

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